

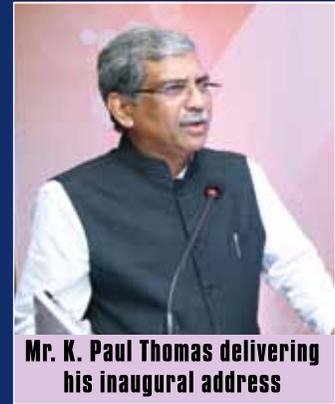


Print Miracle

RNI Reg. No.65957/96

The Official Journal of Kerala Master Printers Association

40th Annual General Body Meeting held on 14th July 2018



Mr. K. Paul Thomas delivering his inaugural address

Newly elected Office Bearers of KMPA



R. Gopakumar
President



Biju Jose
Hon. Gen. Secretary



Raju N. Kutty
Treasurer



Shajimon C.A.
Joint Secretary



D. Manmohan Shenoy
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Printers bear the brunt of flood fury

The flood experience - a KMPA perspective



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RNI Reg. No. 65957/96

Print Miracle

The Official Journal of Kerala Master Printers Association

Vol. XXII No. 3
July - August 2018

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The Flood Experience - a KMPA perspective

The floods that ravaged Kerala affected lakhs of people in the State. The printing fraternity suffered huge losses.

Raju N. Kutty narrates his journey to the flood affected areas.

Flood of misery

The government has pegged the value of losses at 24,200 crores of rupees, nearly 24 percent of the amount the state had spent for the entire year, says **Mukundan Menon** in his report



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40th Annual General Body Meeting

AGM of KMPA held on 14th July, 2018. Immediate Past President S. Saji highlighted his team's achievements during the speech.

Rowing with the Tidal Waves of Printing

The '54 Divasathe Aattakkathakal' was the biggest book brought out by this printing unit. The 600-page book could be published after four years of toil, says **R. Gopalakrishnan**



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Press Clinic

Kulakkada Pradeep gives details about the Portable Network Graphics, a bitmapped image format.

Know your Member...

The rising cost of paper and other materials used for printing has impacted the printing industry adversely says **Saju P.J.** of SHAAH Creative Solutions



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Offbeat Satire

Devil's own Printer

'How is KMPA? Your team was superb here in Tokyo. They behaved as perfect ambassadors of your country'

Industry News

S. Dayaker Reddy nominated as the VP of Global Print Meet
TSC Launches Compact Industrial Printer MB240 Series
Marks Emballage signs up for 2 Gallus Labelmasters
IPAMA launching "Online Visitor Registration Portal"



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Dear friends,

This is the first issue of *Print Miracle* after I assumed charge as the new president of Kerala Master Printers Association. I thank the members of KMPA for their whole hearted support in electing me as the president for the next two years. Our team is very ambitious and we have great expectations from our members. We have a lot of work to be done and with a few there in the immediate pipeline, it is going to be busy times ahead. I kindly appeal to all for your active participation in the Associations' future programmes.

At this juncture, I can't go ahead without remembering the yeoman service rendered by our predecessors for the well being of the people of our state in general and our association members in particular. I salute them for their contributions.

The activities of our association began way back in 1970. Since then, the KMPA have been doing charity and social activities for the well being of our members and the public. I am the seventh proud president of the association assisted by a team of office-bearers viz. Vice Presidents D. Manmohan Shenoy, K. Madhusoodhanan, T.F. James, Honorary General Secretary Mr. Biju Jose, Joint Secretary Shajimon C.A., and Treasurer Raju N. Kutty. My team has now set a vision, mission statement for the welfare of our members. We solicit your help and cooperation for the implementation of the programmes.

I express my sincere gratitude to all members for their whole-hearted help and cooperation in the charity works during the unprecedented flood that hit the state. We are yet to recover from the trauma. As the president, I feel proud that our association has done commendable job in the field. Finally, I am expressing my regrets over the delay in the publication of *Print Miracle*, which was affected by the devastating floods.

Regards,

A handwritten signature in black ink, appearing to be 'R. Gopakumar', written over a horizontal line.

R. Gopakumar
President



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Dear friends,

This is my maiden effort as the head of the *Print Miracle* editorial team. First of all, I am extremely sorry for the delay in bringing out this edition of *Print Miracle*. The inordinate delay was due to the heavy flood, which left a trail of destruction in the state. Several people were dead and lakhs of livestock were perished and properties worth crores of rupees were destroyed. Raju N. Kutty has recounted the ordeal of the printing fraternity and the people of the state in the deluge.

The new editorial team has decided to give a new look to the *Print Miracle* with the addition of new columns to make the readers the magazine more interesting and readable. Our earlier efforts to rope in columnists had resulted in obtaining columns from prominent writers viz., R. Gopalakrishnan, who started writing on the history of printing in the state. His regular column 'Rowing The Tidal Waves of Printing in Kerala' will be an interesting and informative piece to read. Kulakkada Pradeep, a master in printing technology and a writer par excellence, will give answers to the questions of readers. His 'Press Clinic', will no doubt be an interesting column for the young entrepreneurs. A satirical narration of the developments in printers' milieu, 'Offbeat Satire', a column merely intended for amusement and entertainment, will be another attraction we have introduced from this issue.

Letters to the Editor column will be other addition. Honourable readers can send their opinions and suggestions to the editor so that our team can take necessary steps to improve the contents of the magazine. News of AGM, GC meeting, usual columns 'Know your member' and 'Industry news', have also been included in this issue. I hope, the readers will find the issue very interesting.

Thank you.

S. Saji
Editor

Dear Editor,

I am a frequent reader of your magazine and I would like to appreciate the excellent content which is provided to the readers by the magazine.

In this age of internet where people are not having time or patience to go through the books and magazines, *Print Miracle* brings a refreshing change via the quality of its content. The depth of the research taken while writing each and every article is commendable.

Keep up the good work and thank you.

Regards,

Sebastian Thomas
Computer Park - Print it

Dear Editor,

KMPA's *Print Miracle* to my knowledge has been always sharing the latest and relevant content. This I have heard from many well-wishers from outside Kerala who look forward to reading the 'Industry news' from *Print Miracle*. The latest cover with 3D Printed picture is a good note towards that.

Being said that, may be more Regular columns, Interactive contents, Quiz etc can be added with a refreshing and young look given overall to the magazine. The typography and design can be bettered. We can get more articles from Advertising, Media, Paper, Ink other supply chain Manufacturers apart from Machinery news.

Coverage about Trade Packaging and Labels from Kerala's perspective can also be included.

KMPA can also partner with educational institutes to publish their activities. A troubleshooting column can be considered for the betterment of everybody.

Print Miracle Social Media campaigns / polls can be planned which can be added either / both in the Magazine & Website.

Let *Print Miracle* continue its legacy that will make our association proud.

Regards,

Anoop V
Director - Technical
Anaswara Offset Pvt. Ltd.

W G S E D

The Flood Experience, a KMPA perspective

Printers bear the brunt of flood fury



*Raju N. Kutty
Treasurer, KMPA*

By all means the third week of August 2018 was an unforgettable one. It was a week of intense experiences, depression, relief immediately after, confusion, fear and then relief and pretty much every emotion in between. Paradoxically, at the end of it all, it was also a week of discovering oneself and discovering what really matters.

By the mid of July 2018, we had reshuffled roles after the KMPA Annual General Body Meeting held on July 14. Responsibilities moved around and suddenly I found myself in a crucial position after having taken on the role of Treasurer. My close friends and colleagues Gopan Chettan and Biju Chettan are now the President and Secretary respectively. We were getting familiarized with the new roles and in the process of reshuffling responsibilities amongst ourselves. At this time, disaster struck.

By mid of July itself we could see that the monsoons were unusually ferocious and heavy this time around. Kochi city was waterlogged

in the mid of July and some of us suffered inventory losses due to our godowns getting waterlogged. One of our members Arun of Akhil Agencies had a brand new Toyota Innova Crysta which was completely gutted when water entered his parking lot. Many of the streets of Kochi that day reminded me of Chennai @ 2015. But such water logging was not an unusual sight for us and it was duly taken in stride. What happened later was nothing like we expected or bargained for.

On the 15th of August I had an annual staff meet of my company and this was at our home town of Thrissur. By this time, ominous reports of the impending opening of Idukki dam were doing the rounds. We did not know the impending impact and were joking about running away before the water reaches us.

By the 15th, it was not just Idukki, dams all over the place were being opened and suddenly we started hearing about dams like Bhoothathankettu Idamalayar, Upper Sholayar and what not. Chalakudy also became a fear



point just like the areas around Periyar. On the 15th as I drove into Thrissur the Periyar at Aluva and the Chalakudy River looked menacingly close to the bridge I was driving on. It felt like you can stand on the bridge walkway and touch the river below. I felt uneasy inside thinking about the drive back to Kochi after the meet. And all the while it was raining.

The drive back we encountered sights which were positively frightening. At Chalakudy, Koratty we could see water all around and the national highway started to look like a bridge. We saw auto showrooms, supermarkets inundated with water right beside the highway all the way through from Chalakudy right up to Kochi city. By this time, we were aware that Kochi airport is flooded and shut down.

All these sights still did not prepare us

for the news the next day. My wife Meenakshi woke me up with the anxious news that the whole of Aluva is flooded with the waters of the Periyar. I hurriedly put on the news and what I saw was grim. In its mad flow from the dams, the Periyar just formed new branches whenever its flow was obstructed. By the time, it had formed about 8 new branches forming new rivers where there were none. Existing distributaries were swelling madly and forming new paths on its way flooding roads, houses and whatever else was in the way. People were stuck in their houses and calling each other in panic. NRI's were frantically calling saying that their relatives are stuck in various places. Same in Chalakudy, Thrissur town, Kozhikode, Muvattupuzha, Perumbavoor, Chengannur... The affected areas covered pretty much the entire state. The scale of devastation was staggering. Landslides in

all the hilly areas were the major reason for fatalities in between with landslides happening in places like Wadakkanchery and Nemmara where such things were unheard of.

My phone is ringing off the hook by now with relatives, friends, cousins calling frantically. In between the various calls there is a call that stands out in my memory. It is from my friend and our KMPA Secretary Biju Chettan... "Raju did you know, Unni Chettan is stuck in his house." I am like, what! "How is he stuck?"

"There is a river flowing right outside his house. Water is very near his first floor."

I was shocked, thinking of this. Water up to his first floor! Unni Chettan and his family are marooned. We start looking at the news channels where WhatsApp numbers of armed forces and rescue teams were being circulated around. It proved to be very difficult as all numbers were continuously engaged. By this time it was a frenzy of phone calls, people missing, appeals, going all round.

By now water in our nearby Perandoor canal also slowly started inching up. The water from the canal was all muddied and there were helicopters hovering all around with the sound of impending doom. That is how it felt to me at the time.

We were stuck pretty much the whole day with nothing to do; wondering when the power would go off, and what the building would look like if we were to be marooned the next day. The Perandoor canal which peacefully flows outside suddenly assumed a menacing look. In between we heard that navy officers





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have confidentially informed that the next 3 days is going to be torrential rains and Kochi city is soon going to go under water. Neighbours had started to leave for safer locations.

The next day we decided to venture out, and by the time, news came that Unni Chettan is rescued. Apparently by a group of fisherman who used a motorized boat to get to his house. The fury of the water was such that the fishermen had to tie the boat in between 2 trees to steady it while the rescue was going on. Such was the power of the water flowing.

This was the highlight of the floods this time around. A river coming in has tremendous undercurrents which need not necessarily look dangerous on the surface. But if you attempt to wade through you might be swept away. This is where the expertise and savvy of the fishermen came in. Being used to the vagaries of the sea, they were able to navigate inside the villages and get people out by the thousands. Later on, they were to be honoured by the Chief Minister along with the armed forces for their valiant efforts.

Along with Biju Chettan, Venu Sir, Rajesh Sir and Haridas we went to the Cochin University Metro station to receive Unni Chettan and his family who were coming into the city from their place of rescue in Aluva. Rajesh Sir and Hari Chettan were already there and Unni Chettan had left for his cousin's place. We then got the sinking news: at least 13 printing companies are completely submerged, and with no idea how many more. Rajsree Printers which was at Edayar Industrial Area was cut off from human contact and Rajesh Sir (who owns Rajsree Printers) was a



deeply worried man. Some of his employees were also staying at the top and he had just spoken to them. We decided to try to visit Rajsree Printers and ascertain the damage.

On the way we saw sights which were surreal. There were rivers flowing right through the container road, and in all sorts of places in between. We saw trucks submerged all the way to the top, cars looking damaged, it almost looked like a war zone. There were ambulances going all round with sirens blazing, trucks carrying people who looked forlorn, ragged. We were stricken with disbelief at the sights.

On the way we reached a dead end because a river nearby was overflowing over the road and traffic was held up. We came back and tried to take another route through the container road and met the same fate. The same river was flowing over the container road as well! It was a jarring sight to see a river flowing right through the centre of a national

highway.

Water in its flow tends to attain equilibrium by flowing from a high level to a lower level. In its flow if it tends to get obstructed anywhere, it just flows into the next lower lying area and attains equilibrium. A simple law of science we studied in primary school. We were witness to this happening with devastating effects.

Other than worrying about things, there was nothing much we could do. We started to plan things. We realized that our members are in deep trouble and we are going to have really long days ahead. By this time we had come to know the companies which were submerged and amongst them were our best friends SN Printing Press Aluva and Sterling Print House Edappally; two of our best friends. This was the most painful part. Also more to come; Cochin Printech in Edayar Industrial area, Nirmala Printers and Publishers, Divine Printers and Publishers, National Printers, Perumbavoor and more to come. We decided to immediately inform major stakeholders in the industry, major machine manufacturers, their agents, the IPAMA, the AIFMP, and other regional affiliate printing associations.

In times of crisis, communication is the key. Everybody needs to know what is happening and what is being done to address the happenings. We were continuously doing this through phone calls and most of us were on the phone pretty much all the time. We spent the days speaking to friends, business partners, key employees, relatives, neighbours. These were times of deep friendship and sharing with neighbours. My Neighbour and friend Jayakrishnan Chettan



is always a man with a plan. He asked me a question – “Raju, if we have to leave, which direction, do you think we should go in?”

I was stumped to realize that I had not considered this scenario before. By the weekend the road to the north was completely closed as Aluva, Angamali, Chalakudy were cut off. Trains were not running. So we could not leave through the North. To the east, Idukki region was cut off again. You cannot go west as it is the Arabian Sea. That leaves the south. The only way to go was to Alleppey which was again looking risky because the Pampa was in a spate. Tougling it out in the building looked like the only way. Another day without rain could result in the water receding. Hopefully!

The nights were spent in anxiety as the Perandoor canal was inching up. I could see it from my flat and by the weekend I was finding it difficult to sleep imagining the condition of the building the next day if the Perandoor canal engulfs the region. It was not a pleasant thought at all.

Thankfully, by Saturday morning the waters had started to recede and we were able to go around the Edayar Industrial region. It was a stunning sight and we saw industrial units, factories completely submerged by one of the tributaries of Periyar which was flowing nearby.

By this time the entire city was busy in relief operations. IAS Officers, Movie stars, prominent businessmen, political leaders all



rose up to the occasion and started working in earnest to collect relief material and distribute them around.

Our members Manmohan Ji, Shaji Manjooran Sir, Yeldho Sir, and Nizar Ebrahim Sir were seen tirelessly working at relief camps across the city. Another interesting observation was made by my friend Biju Chettan : “ We were losing hope in the youngsters of today – the so called “ freakans” who are always into attention seeking and not able to think beyond themselves, but in this time of crisis they were the ones to rise up to the occasion. This has rekindled our faith in the new generation. “

We personally went around some relief

camps distributing relief material like food items, medicines, clothes, and other essentials. Shopkeepers were providing discounts on their wares. Kochi Metro, the private buses were plying free of charge. The whole city of Kochi geared up to handle the crisis and this was the main reason that the state was able to handle the crisis situation the way it did. If Kochi city was also submerged, the story would have been different.

On the first weekday after the August 15th deluge, i.e. the 20th, we still were not able to properly open our companies and resume operations. After a quick executive committee meeting, we decided to embark on a field trip to meet all the affected printing companies that we had come to know of. We pushed off straight to Chalakudy with a pitstop at SN Printers Aluva. We had to wade through water to reach there. This printing press was the nearest to the Periyar and Sajeevan Chettan was one of the worst affected. Sajeevan Chettan is usually a man of supreme confidence, having built up his printing business from scratch over a period of 3 decades. Seeing his life’s work swept away by the marauding waters; he was still undefeated in spirit. Just a few hours before the water swept into his press, he had spoken to President Gopan Chettan who advised him to quickly leave the place to safety. From his sister’s place at Thripunithura, Sajeevan Chettan returned to Aluva and was helping rescue friends and neighbours who were stuck in various places. He was doing this knowing that his hard built company is submerged. And furthermore, he had a Komori brand new





4 color machine installed just a month back.

Seeing Sajeevan Chettan's company in the state was simply shocking. We were struggling for words to comfort him. We could see water marks everywhere, with dirt and debris all around. Seeing a printing shop floor in such a condition can paralyse anybody. Sajeevan Chettan was at the moment looking lost not able to decide how to go about putting things back together.

Our next stop was Nirmala Printers and Divine Printers Chalakudy which were both the experience of SN Printers repeated. The machine room of Divine Printers was inaccessible as the people were sure there could even be snakes stuck inside. Cleaning up the place alone would take a couple of months. Rajan sir of Nirmala Printers had a Komori Lithrone 40 which is just 2 years old. He says "I cannot bear seeing an operator accidentally spill a drop of ink on this machine" with this he smiles, hiding the deep pain welling up inside. I was at a loss for words on hearing this.

We also visited SD Graphics Chalakudy - a material supplier whose godown got gutted and stocks destroyed. At National Printers Perumbavoor, they had a police warning that the Idukki dam shutters were opened and the waters were about to reach at midnight. All their neighbours and even school children helped them in hurriedly moving the raw material to a vehicle and then speed off to safer locations.

On the way back we started planning on

mobilizing support for these affected printers. We drafted detailed emails to various trade bodies, machine manufacturers, dealers apprising them of the unfolding disaster and requesting support. Each communication was meticulously prepared taking into account the support we request to the addressee.

It filled our heart to see support flow in generously. All the machine manufacturers responded swiftly deputing their engineers on a war footing to inspect the affected print units, prepare repair estimates and so on. Almost all of them decided to waive off service charges for these trips and offered spares at discounted prices to help the printers cope. Insurance surveys were also being done on a war footing. We personally helped some of our members during their surveys, helping them prepare letters, take photographs and similar errands. Personal phone calls were made to printers in Chennai who had prior experience handling a flood situation.

A few things we learned during this time:

- 1) Do not even clean your place. Take detailed photographs and videos first. Prepare a report of what you saw.
- 2) Send the report with photographs to your insurance provider with read report. Meet them personally, apprise them of the situation and request immediate survey. Cleaning of premise should be done only after survey is completed and survey report is generated.
- 3) Do not attempt to switch on any machine without the presence and go ahead

of the service engineer of that manufacturer. This is to be followed even if the machine looks unaffected because there could be short circuits damaging the electronic controls.

Technical part of our flood relief work was handled by my colleague and friend Rajesh Sir who was also our Past Secretary. Rajesh sir is also a passionate engineer and enjoys working on machines. This engineering skill came in handy for KMPA during this assignment as he was able to personally hand hold suffering members in coordinating with service engineers and getting machines up and running.

We also put up a committee headed by our mentor and Guide Pradeep Kulakkada sir. The committee would help printers to outsource their jobs to other printers so that no affected printer would lose his customer. The identity of all parties would be kept confidential for obvious reasons.

We also embarked on a major fund raising drive to financially help our affected members and we were glad to see that all our fellow printers, associations, friends and relatives came forward with generous donations and KMPA was able to make a difference to the suffering members financially also; in addition to the technical support and emotional empathy that we could provide.

Many of our printer members exhibited exemplary grit and determination in getting their companies back together. Sterling Print House is a case in point. When I visited my all time friend Venu Chettan at Sterling, it was on the day of Thiruvonam -a day when



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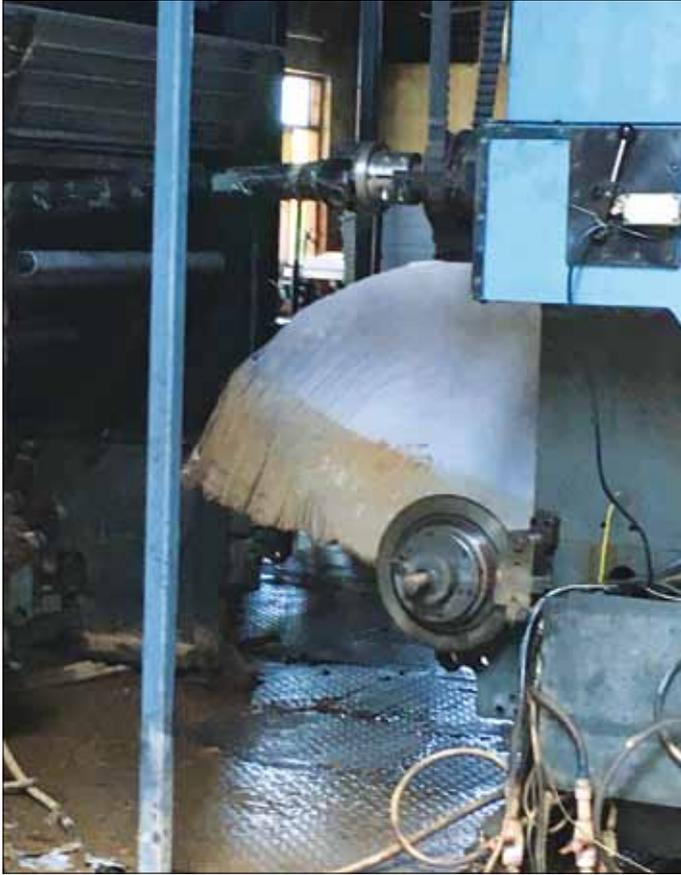
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Kerala would otherwise be celebrating with Pookkalam, traditional Kerala attire and feasts. The team at Sterling was instead busy cleaning up the plant on the day. Huge number of machine motors had to be removed, dried and re varnished. Drives had to be removed, dried with hot air and then tested for continuity. If damaged, they have to be replaced. A single machine breakdown can throw things haywire and I was imagining the magnitude of an exercise where close to 50 machines are down.

Venuji himself was sitting over his invoices, helping his team to prepare the necessary paperwork, signing purchase orders for spare parts, helping with insurance documentation and so on. When I asked him about his lunch, he said he is having lunch with his staff. For me that was an Onam lesson to remember. Be there for your team and they will be there for you.

The experiences we had during the whole episode were worth its weight in gold. On many of those days, we were doing the association work in the morning and our company work in the afternoons.

Most of us realized the value of our team and staff. Clichéd as it sounds; a committed

team is pretty much the only asset you have. If you don't have a team, all the machines you might have are worth nothing. This would be our biggest take away from the flood experience.

My friend Jayakrishnan Chettan jokingly mentioned "If you want to buy land then now is probably the best time. The area which doesn't get flooded now would be worth its price. Everything else is just a bubble". I couldn't help wondering about all the builders who were charging a premium for waterfront villas and apartments. What this can do to their business is anybody's guess.

And last but not the least we learnt how little we actually knew about insurance. Without proper insurance, we are pretty much sitting on a volcano. Some of our takeaways:

1) If your asset is under insured, your repair claims are going to be processed proportionately. For example, if you insure a machine worth 1Cr for Rs 50 Lakhs then you are underinsured to the tune of 50%. When you submit a repair bill expect your claim to be reimbursed to the tune of 50%.

2) Your claim will only be to the tune of Written down value of your asset. In case it is a machine, this can get tricky if you are to go

for a complete replacement.

3) In the above scenario you have the option of insuring "Replacement Clause ". Wherein you can take out a fresh Proforma Invoice for a new machine, convert into INR at prevailing rates and add duty to arrive at the Replacement cost of your machine. You can insure for this. And every year at the time of renewal you can repeat the exercise.

The floods were a humbling experience for all of us. As Venu Chettan said to me at the time: "My press for me has been like my child. Now I realize that all it takes is a few shutters of a dam to bring disaster to it".

A sobering thought indeed. I remember at this time the legend of Naranathu Bhranthan (the madman of Naranathu) who had this habit of painfully pushing up a huge rock over the Rayiranallur hill (the place is today a tourist spot and has a statue of Naranathu Bhranthan which you can see as you drive towards Tirur from Pattambi) only to let it go after reaching the top. He then used to clap and laugh as the rock rolled down and reached the bottom in a matter of minutes. Naranathu Bhranthan is probably still laughing at all of us as we toil everyday thinking that the rock is safe once we reach the top.



FLOOD OF MISERY

Kerala experienced the worst floods in close to a century that left hundreds of people dead, over a million displaced, and caused unprecedented loss of property worth crores rupees in a fortnight. Though excessive rains filled the dams, opening of several shutters of reservoirs made the situation worse. Flood waters swallowed

everything which came their way.

Heavy monsoon rainfall coupled with landslides leave a trail of destruction in the state. The intensity of the destruction was so severe that the state was cut off for over a week from rest of the country. Several districts in the state were inundated and marooned. Rail and road traffic were suspended. Even

the operation of Cochin International Airport was shut for a week due to inundation of the turmac. Opening of dam reservoirs added more woes to the worst affected areas.

Beginning on August 9, severe floods affected most parts of the state left more than 400 people dead and thousands losing their shelters. Around 10 lakh people were





evacuated to safer places. State witnessed a similar situation in 1924. Out of the 14 districts in the state, 12 were worst affected. Most of the people in these districts had sleepless nights over the rising water level of rivers and possible breach in reservoirs.

Rubbing salt to the wounds, the authorities opened five sluice gates of Idukki dam, the biggest in the state, led to panic situation among the people. Gushing river waters entered into the houses and commercial establishments, causing concern to the people. Lakhs of people took shelters on roof tops to escape from the jaws of death.

Relief helicopters were seen hovering around the affected areas to rescue the stranded victims. It was a common scene in flooded areas where people on roof tops waving hands desperately for help. Navy helicopters dropped food and water in metal

baskets and airlifted scores of people to safety. Rescuers struggled to reach in several areas cut off by landslides and raging rivers.

Thousands of fishermen turned Good Samaritans in the hour of need. Fishermen from across the state were engaged in the rescue mission. According to the government's estimate, around 4,500 volunteers from the fishermen community participated in the rescue operation with over 650 fishing boats. They came from different parts of the state, including from the coastal belts of Kollam, Thiruvananthapuram, Alappuzha, Kochi and Kozhikode.

Chengannur, Aranmula, Kozhencherry, Ayiroor, Ranni, Pandalam, Kuttanad, Aluva, Chalakudy, North Paravoor, Perumbavoor, Vaikom and several places in the low-lying areas were the worst affected. Red alert were sounded in almost all the 14 districts in the

state. Heavy rains in Wayanad and Idukki have caused severe landslides and have rendered thousands of people homeless.

Almost all rivers in the state, including their tributaries were in spate after the rainfall and the subsequent opening of reservoir shutters. The deluge has been considered an impact of the global warming. Personnel from defence services, Indian Coast Guard, National Disaster and Rescue Forces and several other voluntary organisations participated in the relief and rescue operations.

More than 10,000 km of roads and bridges have been damaged. The state government has pegged the value of losses at Rs.24,200 crore, nearly 24 per cent of the amount what the state had spent for the entire year in 2017-18.

Mukundan Menon, Associate Editor



40th Annual General Body Meeting



The 40th Annual General Body Meeting of KMPA being inaugurated by Mr. K. Paul Thomas, Founder, ESAF Group of Companies

The 40th Annual General Body Meeting of Kerala Master Printers Association was held at Hotel Le Meridien in Kochi on 14 Jul 2018. Braving heavy rain, 80 association members and around 160 members of their families attended the function, which was also marked by entertainment activities for children and other family members.

The function began with the prayer followed by the presidential and welcome address by S. Saji, President Kerala Master Printers Association (KMPA).

Saji recounted his two years' experience as the head of the Association. He highlighted his team's achievements during the speech. He expressed his gratitude to the executive

and managing committee members for their whole-hearted cooperation during his stint as the president. He said that without their love and support he couldn't have done anything. He also expressed his hope that the incoming KMPA team would take the Association to new heights.

K. Paul Thomas, Founder, ESAF Group of



Mr. K. Paul Thomas delivering the inaugural address.



Releasing of Members' Directory by Prof. Dr. Rajendrakumar Anayath, Vice Chancellor, Deenbandhu Chhotu Ram University of Science and Technology, Haryana.



*Mr. S. Saji
President, KMPA.*



*Prof. Dr. Rajendrakumar Anayath
Vice Chancellor, DCRUST, Haryana.*



*Mr. AMMSG Asokan
President, AIFMP.*



*Mr. O. Venugopal
Vice President (South), AIFMP.*

Social Enterprises, was the chief guest at the function. He inaugurated the programme by lighting the traditional lamp.

Paul Thomas, who likes to be known as a social entrepreneur, narrated the success story of ESAF company. The financial institution, started way back in 1992 by seven entrepreneurs, has over 100 branches across the country.

Paul Thomas, a true believer in God, said that his principles of business were to settle social problems. His narration of the journey of ESAF, starting as a Micro Enterprises Development Service, to now a Small Finance Bank captivated the audience. Under its social activity initiative, the bank is now running 36 schools in Jharkhand and has deep rooted activities for social causes in Central and Eastern India.

Prof. Dr. Rajendrakumar Anayath, Vice-Chancellor, Deenbandhu Chhotu Ram University of Science and Technology, Haryana, released the KMPA members' directory.

Prof. Anayath, known as 'Print Guru' delivered a lecture on 'Time Management'. He laid emphasis on principles of time management and the need to maintain punctuality in life.

Later, AMMSG Ashokan, President, All





*Mr. G. Rajesh
Hon. Secretary, KMPA.*



*Mr. Yeldho K. George
Treasurer, KMPA.*



*Mr. G. Venugopal
Immediate Past President, KMPA.*



*Mr. T.F. James, Vice President, KMPA and
Life Achievement Award Winner.*

India Federation of Master Printers (AIFMP), conferred the Life-time Achievement award on T.F. James of Ebenezer Printers, Thrissur, for his long lasting contribution to the printing fraternity of Kerala.

James, a stalwart in the printing industry, was introduced to the audience by G. Venugopal.

Ashokan during his felicitation speech called upon the fellow entrepreneurs the need to educate technicians for the printing industry. We should have our own arrangements to educate and train the skilled labour for our needs and Print Associations must take the initiative to do so, he added.

G. Rajesh, Hon. General Secretary, KMPA, read out the adoption of the previous AGM minutes, and activity report. This was followed by the presentation of a 20-minute video on the activities and programmes of the association from the past 2 years.

Yeldho K. George, Hon. Treasurer, KMPA, presented and adopted the audited accounts for the financial year 2017-18.

Twenty-five outstanding performers of the association were honoured on this occasion by the President S. Saji. Mrs. Sindhu Saji honoured the outstanding members of the KMPA ladies forum.



Mr. T.F. James (centre) receiving 'Lifetime Achievement Award' from Mr. MSG Asokan, President, All India Federation of Master Printers.



*Mr. K.P. Uthup
Election Officer.*



*Mr. R. Gopakumar
Newly elected President, KMPA.*



*Mr. Biju Jose
Newly elected Hon. Gen. Secretary, KMPA.*



*Mr. Raju N. Kutty
Newly elected Treasurer, KMPA.*

O. Venugopal, Vice-President (South), AIFMP, and Raju N. Kutty, Editor, Print Miracle, addressed felicitations to the outgoing office bearers.

Later, R. Gopakumar was elected as the new president of the association for a term of two years. The election of the new team was unanimous. Other office bearers elected were, K. Madhusoodanan, D. Manmohan Shenoy and T. F. James as Vice Presidents, Biju Jose as Hon. Gen. Secretary, Shajimon C. A. as Joint Secretary and Raju N. Kutty as Treasurer. Election officer K.P. Uthup (Babu Chettan) declared the names of the elected office bearers.

Gopakumar during his acceptance speech showered praise on the outgoing committee members. He said that he and his team would try its best to take the association activities to new heights.

O. Venugopal, S. Saji and G. Venugopal felicitated the new office bearers.

New Secretary Biju Jose proposed a vote of thanks. During his speech, Biju Jose sought the continued cooperation all members for the smooth functioning of the association.

The function concluded with a grand dinner.

Newly elected Office Bearers of KMPA



*R. Gopakumar
President*



*Biju Jose
Hon. Gen. Secretary*



*Raju N. Kutty
Treasurer*



*Shajimon C.A.
Joint Secretary*



*D. Manmohan Shenoy
Vice President, Central*



*K. Madhusoodhanan
Vice President, South*



*T.F. James
Vice President, North*

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ROWING WITH THE TIDAL WAVES OF PRINTING

R. Gopalakrishnan

The writer is a renowned editor, publisher and layout expert. Former secretary and Chief Executive Officer of Kerala Lalithakala Akademi and Kerala Sahitya Akademi. He was also the editor of 'Poompatta' magazine, 'Veekshanam' daily and 'Vishwavigyanakosham', an encyclopaedia in Malayalam. He is the recipient of State Government's award for the best book in printing for five consecutive years.



'Keralavilasam Achukoodam': First native printer & publisher in Kerala

It is well known that the beginning of printing technology in Kerala starts with the arrival of Christian Missionaries in the state. Members of 'Easo Sabha' (Jesuits) - The Society of Jesus, a Roman Catholic order) were the pioneers in the field. But before the start of well-known CMS Press in 1821, there is ample evidence to prove that printing presses were existing in Kollam in 1578 and Kochi in 1579. Keralites were very keen in this business since then.

If you go deep into the history of printing and publishing establishments in Kerala, you will find that 'Keralavilasam Achukoodam', set up by Easwara Pillai (1815-1875) in Thiruvananthapuram, was the known name in the field. It was established on the directives of Uthram Thirunal Marthanda Varma II, the Maharaja of Travancore. He was the king from 1846 to 1860. He was the younger brother of well-known King, musician and poet Swathi Thirunal. The press was established on the premises of Travancore palace in 1853, exactly a century before the formation of State of Kerala.

The press was located near Easwara Pillai's home, Punnakkal house, on the western side of famous Sree Padmanabha Swamy temple. Pillai was the sole owner of the press, even though it has the blessings of the royal family.

Pillai was a poet and Kathakali artiste. Pillai was a close confidant of the Maharaja. He was the 'Palliyara Vicharippukaran' of

the royal family. He was later known as 'Easwara Pillai Vicharippukar'. Eminent writer and historian Kottarathil Shankunni's 'Aithiyamala' has special mention about the life of Easwara Pillai.

Pillai is treated as the father of printing and publishing industry in Kerala by historians. It was the first printing unit in the state run by an individual without the support of missionaries or the government.



Easwara Pillai Vicharippukar and Uthram Thirunal Marthanda Varma II, the Maharaja of Travancore

'Manipravala Keerthanangal' (devotional songs in mixed language of Sanskrit and Malayalam) written by music maestro Irayimman Thampi was the first book published by this printing unit. The 156-page book was brought out in 1854. 'Keralavilasam achukoodam' enjoys the credit to publish 'Nalacharitham Kilippattu', written by doyen of satirical literature in Kerala, Kunchan Nambiar.

The literary works of Ezhuthachan, Kunchan Nambiar and the 'Keerthans' of Swathi Thirunal and Irayimman Thampi and '54 Divasathe Aattakathakal' (literary script for the traditional dance-drama of Kerala, to be enacted in the 54 days) were also published by the 'Keralavilasam' press. This printing and publishing unit has immense contribution towards the promotion of social, cultural and literary activities in Kerala.

The '54 Divasathe Aattakathakal' was the biggest book brought out by this printing unit. The book, which has more than 600 pages, could be published after four years of toil.

Pillai was instrumental in promoting Kathakali, a traditional dance form of Kerala, across the world. He published a lot of 'Aattakathas' from leaf manuscripts to boost the traditional art.

Uthram Thirunal, the driving force behind the printing and publishing unit, was an administrator/ruler par excellence with knowledge of ancient history and modern technology.

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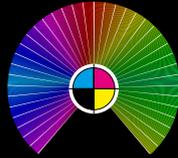
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Printers' Guild hosts AIFMP GC meeting

The 241st governing council meeting of All India Federation of Master Printers (AIFMP) was held in Nagpur, Maharashtra, on 8th July 2018.

Mr. Shrikrishna Banhatti, President, Printers' Guild, Nagpur, welcomed the guests. During his address, Banhatti expressed his gratitude to the office-bearers, Past Presidents, GC/CB members, who came from all over the country to participate in the meeting.

He said that this was the third time that the Printers' Guild was hosting the general council meeting of AIFMP. The association also has the credit to host the 12th NAEP

He said that the association has arranged seminar with technical sessions in the interest of printing industry. Elucidating further, he said that Mr. Narendra Paruchuri, Managing Director, Pragati Offset, Hyderabad, will brief the house on a theme: 'Whether Printing in an Art'.

Dr. Sanjay Arora, Advertising, Nagpur, will deliver lecture on Profits. C.A. Srinivas will deliver a lecture on 'Current Economic Scenario and the Future'. Yeshwant Joshi Partner CVK & Associates, Mumbai, will enlighten the audience with current economic scenario and the future.

Environmental concerns and

Standardisation of Chemistry in Press room will be the theme of lecture of Mr. Avinash Kawadkar, Business Unit Leader, Technova Imaging Systems Pvt. Ltd. Mr. Ramu Ramanathan, Group Editor, Haymarket Publications, will speak about 25 centres.

Mr. AMMSG Ashokan, President, welcomed the Past Presidents, GC members and others who were present at the meeting. He thanked Banhatti and Mr. Arvind Mardikar, Convenor- 241st GC meeting and HGS -AIFMP for making wonderful arrangements for holding the two-day meeting.



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A platform to solve your technical queries

By Kulakkada Pradeep

Question: PNG or JPEG better for printing?

Answer: PNG: Portable Network Graphics (PNG) is a bitmapped image format. It is created to improve upon and replace GIF (Graphic Interchange Format) supports palette-based (24 bit RGB or 32 bit RGBA) grey scale, RGB or RGBA images. **JPEG:** JPEG is a popular image file format. It is a file extension with data compression. It is developed by Photographic Experts Group. It has two sub-divisions, or sub-formats.

- 1) JPG/Exif- used in digital cameras and photographic equipments.
- 2) JPEG/JFIF- used on World Wide Web.

Due to compression in JPEG files the file size of the photos becomes smaller and it exploits the imperfect characteristics of our perception. When JPEG image is opened, edited and saved again, it results additional image degradation. It is also in RGB format. Due to low resolution file, consistency in colour should not be confirmed. In

digital printing high resolution image can be used.

JPEG 2000: JPEG 2000 is a much better image solution than the original JPEG file format. It is an excellent next generation compression standard which has better compression performance with improved image quality. The improvement in quality is due to sophisticated encoding method, so it is having high visual performance and is less effected by 'bit errors' or other file system errors. If you have no other option and want to use JPEG, then use JPEG 2000 and a reliable work flow software which converts the image into printable file format without quality loss. Ideally you should convert the raw file into pdf/X.

Conclusion: PNG was designed for transferring images on the Internet, not for professional graphics and does not support other colour spaces (like CMYK). So it is not useful for offset printing.

In JPEG file format the black colour is formed due to the combination of all other (other 3 colour) colours. So the ink conception is more during printing. It will create drying problems results dot gain issues any, many more problems in post press operations. In such cases the ink conception is more than that of a pdf/X format. So normally it is not recommended for offset printing.

PNG and JPEG file formats are not suitable for graphic reproduction and offset printing. It is a technical negligence, and this technical negligent should have affected your estimations due to the print problems and material conception.

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Saju P.J., SHAAH Creative Solutions

Economical, Committed, Reliable is the mantra of SHAAH Creative Solutions, a sophisticated printing entity in Kochi, the business hub of Kerala.

Established by Mr. Saju PJ in 2011, M/s SHAAH Creative Solutions, located on K.K. Padmanabhan Road, Power House Junction, Ernakulam, has a long and proud history through his father. Late Mr PM. Joseph, who was well experienced in letter-press printing from 1956, started Modern Printers in 1965 at Aroor, a small village in the border region of Ernakulam-Alappuzha district.

Saju, second child of Mr Joseph and Mrs Celine Joseph, started off at the age of 13 by helping out in letter-press printing and other printing-allied jobs during his early school days itself. After his 10th class, he joined as the first batch student of VHSE Printing Technology at Maradu-Mangayil. He started his career at a private printing press at Ernakulam once he finished the course. Soon, he joined his father's Modern Printers and revived the firm. After two years, he came back to Ernakulam to learn DTP and joined Memphis. He put forward the concept of printing in Memphis and worked there for nearly two decades. With more than three decades of experience in printing field, Saju was one of the main persons responsible for the meteoric rise of Memphis Printing and Publishing Pvt Ltd to today's status.

He has brought all this wealth of experience to the forefront in establishing and running SHAAH Creative Solutions, where SHAAH is abbreviated from the first letters of his family members' names (Saju, Hema, Alan, Alisha, Harris). Mrs Hema Saju, who is his life partner, is also an equal working business partner. It was started as a trading firm in 2011 and finally in 2015, a four-colour machine was put into production

and the firm is now running successfully in its full capacity.

At the beginning, there were only four employees with only one shift and now it progressed having two shifts with eight staff members. The staffs are very cooperative and like a family. The production and work plan are coordinated by Saju himself while the accounts and administration sections are coordinated by Hema Saju.

Jewellery brochures, builder's brochures, school magazines etc., are the famous products. The machineries available are Komori Lithrone 426 SAPC, Programme cutting machine, Lamination machine, scoring machine, etc.

Looking at the current trends in printing, the industry is going through a crucial period with online advertising and marketing, storming the market. Also the rising cost of paper and other materials used for printing has impacted the printing industry adversely. In future, SHAAH Creative Solutions is aiming

to shift its production to its own building at Ayyappankavu, Chittoor Road, which will be a fully equipped unit.

'Our constant endeavour is being to formulate a trusting relationship with our customers, we ensure our clients are well informed and aware of what their product is, advising them on all potential situations, so that they can take a better decision on all key points. The very basis of our client satisfaction is our understanding of each client, their product specification. To put it in short, we adopt our style of working to suit to our clients' needs. Our strength in terms of local knowledge of people and allied companies, familiarity with industrial trend, coupled with our ever increasing emphasis on delivering the best in quality to our customers on time has led us to achieving excellence in service standards and attain long term sustainable organic growth in key service sectors which we operate in, says Saju.



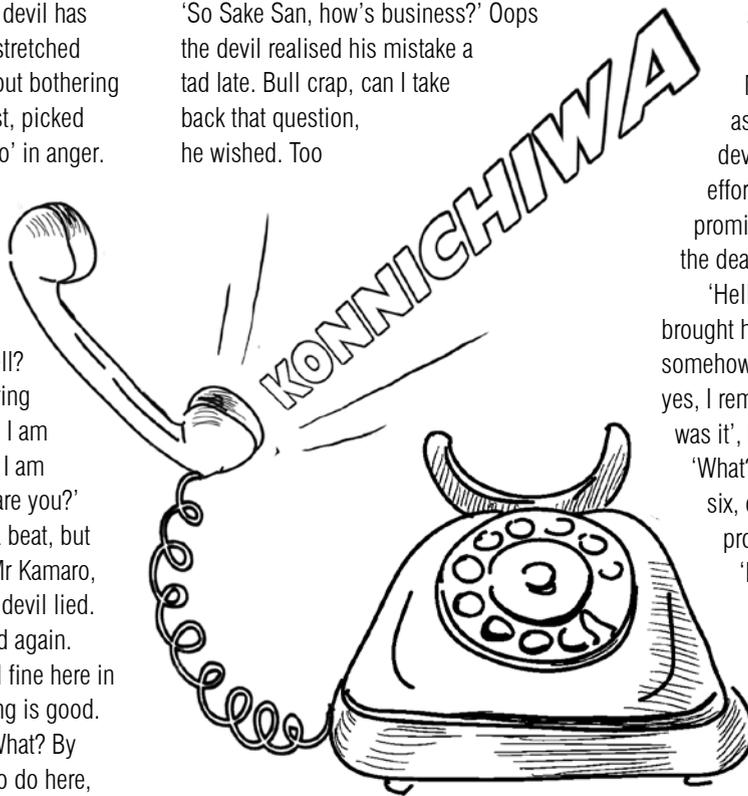
Devil's own Printer

Rrrring... Rrrring...
The devil woke up from his slumber. 'Who the hell is calling? That too on my land phone', he muttered. Must be someone who doesn't know that even the devil has a smart phone, he thought. He stretched across his office table and without bothering to wipe off the accumulated dust, picked up the receiver and barked 'hello' in anger. 'Konnichiwa', the speaker boomed back. It sounded distinctly similar to a very well-liked Malayalam swear word. The devil's cold blood began to warm up. 'What the hell? Who is this? Why are you swearing at me?' he thundered back. 'Oh, I am sorry. I did not mean to do that. I am Sake Kamaro from Tokyo. How are you?' The devil's cold heart skipped a beat, but recovered in time to reply 'Oh Mr Kamaro, very glad to hear from you', the devil lied. 'It is a pleasant surprise', he lied again. 'How are you?' he enquired. 'All fine here in Japan. By God's grace everything is good. Thank you', responded Tokyo. What? By God's grace? What has he got to do here, pondered the devil.

'How is your Printers' Association? How is KMPA? Your team was superb here in Tokyo. They behaved as perfect ambassadors of your country, till date the Japanese are speaking on high esteem about the group, especially the ones who travelled along with you onboard the trains'. It was now the turn of Tokyo to lie blatantly. 'Thank you Sake San, it was one of the most pleasant journeys I have undertaken. You were great hosts, truly memorable', the devil confessed accidentally. He continued excitedly, 'Oh you must be still remembering the uniform we wore during the tour, the red Modi Coat over white shirt to match the colour of your country's flag'. 'Yes, yes the people in

Tokyo and Hiroshima are still in a daze after seeing that outfit', confessed the Japanese.

Carried away by the praise being showered upon his team, the devil asked 'So Sake San, how's business?' Oops the devil realised his mistake a tad late. Bull crap, can I take back that question, he wished. Too



late. 'Thank you for asking about the business', Tokyo swiftly swooped on the opportunity. 'It is exactly the reason why I called you', he informed. The devil knew where this conversation was headed. He shifted uneasily on his chair to make space for his now placid tail. Tokyo boomed again 'During your last year's visit, your KMPA team had promised to purchase offset machines from us within a year. I called to remind you of it'. The phone went silent for a few moments.

The devil's mind replayed images of the Japan visit. A soon as team KMPA landed at Tokyo, he proclaimed 'we created history,

KMPA has never ever undertaken an industrial visit to Japan. We are the first'. His obsession for creating history was well known to all members. Yet he made sure to drill that point in at any given opportunity. Team KMPA breezed through the immigration counter before the officer could recover from the shock of seeing 20 mature men wearing bright red over coat. This shock was seen on each and every Japanese faces where ever they went. The top brass of the Kamaro Company received the KMPA team at their factory which made the devils chest swell with pride to 56 inches. Impressed with the factory tour, members of KMPA promised to buy six machines of Kamaro. The devils chest swelled even more. The two Malayalees, Large and Lash, working as agents of Kamaro were happy. The devil informed them that it was their efforts which brought them laurels. He promised them he will do his best to make the deal work. He regretted it now.

'Hello, hello', the strong Japanese voice brought him back to hell. The devil realised he somehow had to wriggle out of this soup. 'Oh, yes, I remember now. How many machines was it', he asked. 'Six' tap came the reply.

'What? I can't hear you', lied the devil. 'Six, six, one, two, three, four, five, six, you promised six', blasted the Japanese.

'I can't hear you, your voice is so feeble. I regularly have this problem here. It happens even when my suppliers call me for payment.

I have very little range here, often the call drops mid-way.

Hello, hello, can't hear you, we will talk later'. The devil hung up the call by slamming the receiver, only to realise his folly that the

Japanese chap had called him on his land phone.

The devil sat back cursing his bad luck and wiping the sweat of his forehead. Suddenly his mobile began ringing. Angrily he pick it up. The screen showed "Incoming call CK Sopen KMPA". He felt a sigh of relief, 'Hello Sopen, what's up, he asked. 'Hey, what about the tour to Germany to visit the Henrikberg company, Sopen asked'. 'Oh, so you are not satisfied with the Japanese machine that you DID NOT BUY', barked the devil and hung up the phone.

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S. Dayaker Reddy nominated Global Print Meet VP

The Indian Printing Packaging & Allied Machinery Manufacturers' Association (IPAMA) has been playing a pivotal role for promoting the Graphic Arts Industry globally. The Association has provided number of office bearers and senior functionaries, on a number of occasions, to international Associations. During the meeting of Global Print Meet held in Tokyo on 27th July, 2018 during IGAS 2018, Mr. S. Dayaker Reddy was nominated as the Vice President of Global Print Meet. It is a moment of joy and pride not only for IPAMA but also for the entire Indian Graphic Arts Industry as also printing fraternity.

He is an engineer by profession and highly experienced personality in the field of manufacturing of different types of print related machinery and allied products. He is also a marketing expert.

After having a long association with a number of reputed Indian companies, in different capacities, Mr. Reddy established his own manufacturing units in Andhra Pradesh (now Telangana) a few years back. Presently,



he is the Chief Executive Officer of M/s Gutenberg Machinery Manufacturers Pvt. Ltd. and Managing Director of M/s Omsri Saivani Secure Print Pvt. Ltd. He is also the Director in two more firms of repute. Apart from these assignments, he is also associated with number of educational and social institutions.

Mr. Reddy is the present President of Asia Print, President of IPAMA, GC Member

of AIFMP, Co-ordinator for Telangana Offset Printers Association (TOPA), Mentor for Bharatiya Yuva Shakti Trust (BYST), Hyderabad, Expert Committee Member for Community Colleges – Government of Telangana and Syllabus Committee Member for Govt. Institute of Printing Technology (GIPT). He is also the President of GIPT Alumni Association.

TSC Launches Compact Industrial Printer MB240 Series in India

TSC Auto ID, a global leading manufacturer of innovative thermal label printers for industrial, desktop and mobile applications in the AIDC industry launches the most complete, yet cost-effective, entry-level industrial printer, “MB240 Series” in India. With a small footprint, compact design and quiet operation, the MB240 Series is a perfect solution for light industrial printing applications. The new MB240 Series is designed to fit alongside TSC’s bigger industrial printer models including the MH240 and MX240P Series.

The MB240 Series features a 3.5” intuitive color touch display and bright indicators allowing for simple operation. Easily

customized menus provide an enhanced user-friendly experience. Connect to any host with a variety of interfaces including 802.11 a/b/g/n wireless, Ethernet, Bluetooth, USB, USB host and serial connections. Options including regular cutter, peel & present with internal rewind, and a general-purpose input/output (GPIO) interface allow the printer to be integrated into nearly any application.

Small Footprint and Rugged Design:

Compared to the TSC legacy ME240 Series printer, the MB240 Series weighs 10% less and is 13% smaller in size. It fits where larger industrial printers can't.

Industrial Class Thermal Print Head module design:

- Wide Open Angle for Media Handling
- Ribbon Tension and Pressure Adjustment

3.5” Intuitive Color Touch Display:

The MB240 Series includes a 3.5” HVGA color touch display featuring a user-friendly GUI (Graphical User Interface) design with six menu buttons.

Versatile Availability of Connectivity:

The MB240 Series standard interface includes USB, USB Host, Serial and Internal Ethernet. Other options include a seamless 802.11 a/b/g/n Wi-Fi Slot-in module or internal steady BT 4.2 interface.

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Marks Emballage signs up for 2 Gallus Labelmasters in landmark deal, first-ever in India

Baddi-based Marks Emballage earned the unique distinction of being the first Indian printing firm to invest in two Gallus Label master flexo presses in a single order, as part of its new plant expansion with a total planned investment of 5 million euros. The acquisition sets the stage for Marks to work in more productive and path-breaking ways, while broadening its footprint in high-growth market segments. The print house expects the huge capital investment to enhance its capacities and capabilities in the label industry.

Commenting on what is one of the largest deals in the Indian label printing industry in recent times, Aaditya Kashyap, the managing director of Marks, says "This is future-ready

investment. In a 3000-crore label market, even a 15% share translates to about 450 crores worth labeling jobs. Any printing firm with solid infrastructure and excellent production capacity can take a shot at this untapped potential that is up for grabs. The Gallus Labelmaster gives us incredible power to effectively align our business goals with the market opportunity."

Gallus Labelmaster is available in three configurations – the basic Labelmaster, Labelmaster plus, and Labelmaster Advanced. Marks Emballage is buying the Plus and Advanced versions, with eight- and ten-color combinations, to be installed at its new and second plant in Baddi.

Founded in 2013 by Aaditya Kashyap – a young and dynamic entrepreneur from a successful pharma business family, Marks Emballage has made giant strides to evolve into a full-fledged printing facility specializing in customized labeling solutions for reputed pharma companies.

"Excellence is a tradition at Marks. To stay on top of our game, we need best-in-class equipment. The Labelmaster fits the bill immaculately. Short setup times, high level of automation, substrate and configuration flexibility, lightweight Aluminium printing cylinders to facilitate quick job changes, finest print quality at any speed level...just the press we were waiting for," Aaditya Kashyap comments.



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IPAMA to launch 'Online Visitor Registration Portal'

The Indian Printing Packaging & Allied Machinery Manufacturers' Association (IPAMA) is preparing for the organisation of the 14th edition of PRINTPACK INDIA exhibition, which is scheduled to be held at India Expo Centre, Greater Noida, from February 1 to 6, 2019. It is a premier international exhibition on Graphic Arts Industry in which exhibitors from different countries participate with their latest models of machinery and other

related products. So far, 363 Indian and overseas exhibitors have already confirmed their space booking. The process of allotment of stands to the exhibitors is also going on in a most transparent manner by an expert committee and is expected to continue till December. The exhibition will cover a gross area of more than 50,000 square metres.

To make the visitor's visit easier and their hassle-free entry into different Halls

during PPI 2019, IPAMA has started 'Online Visitor Registration Portal' in the presence of President, IPAMA, Office bearers, Governing Council Members, special invitees and representatives of various periodicals, magazines, newspapers etc. Detailed discussions were also held with different participants relating to the registration process and the benefits which the business visitors will have during the exhibition period.



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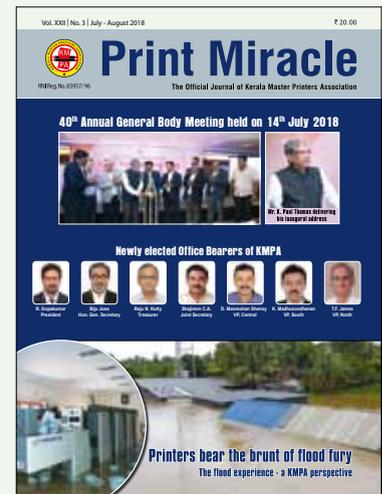
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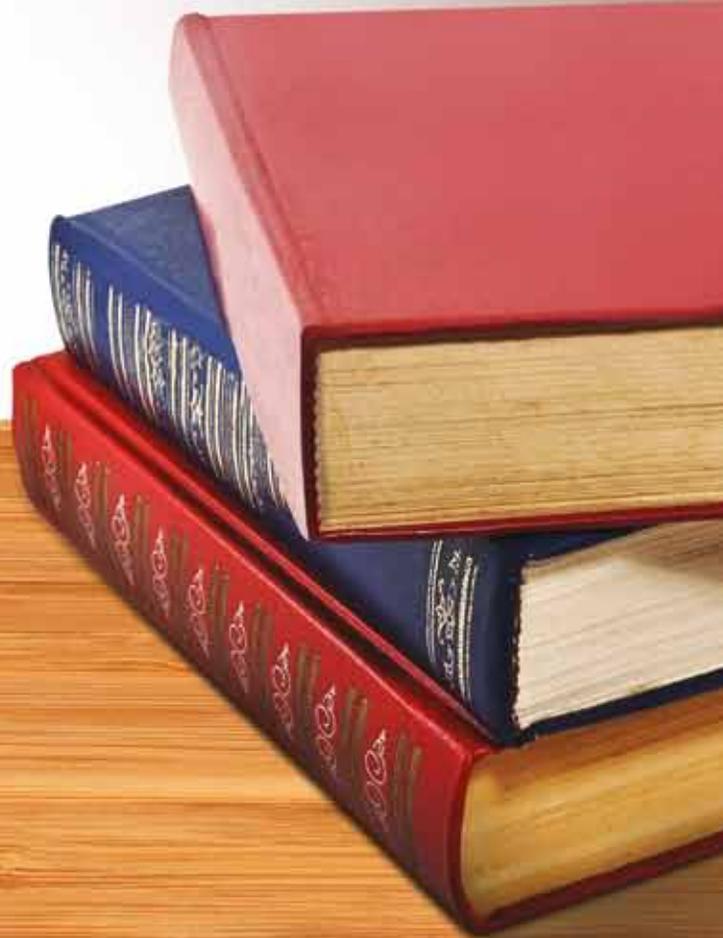
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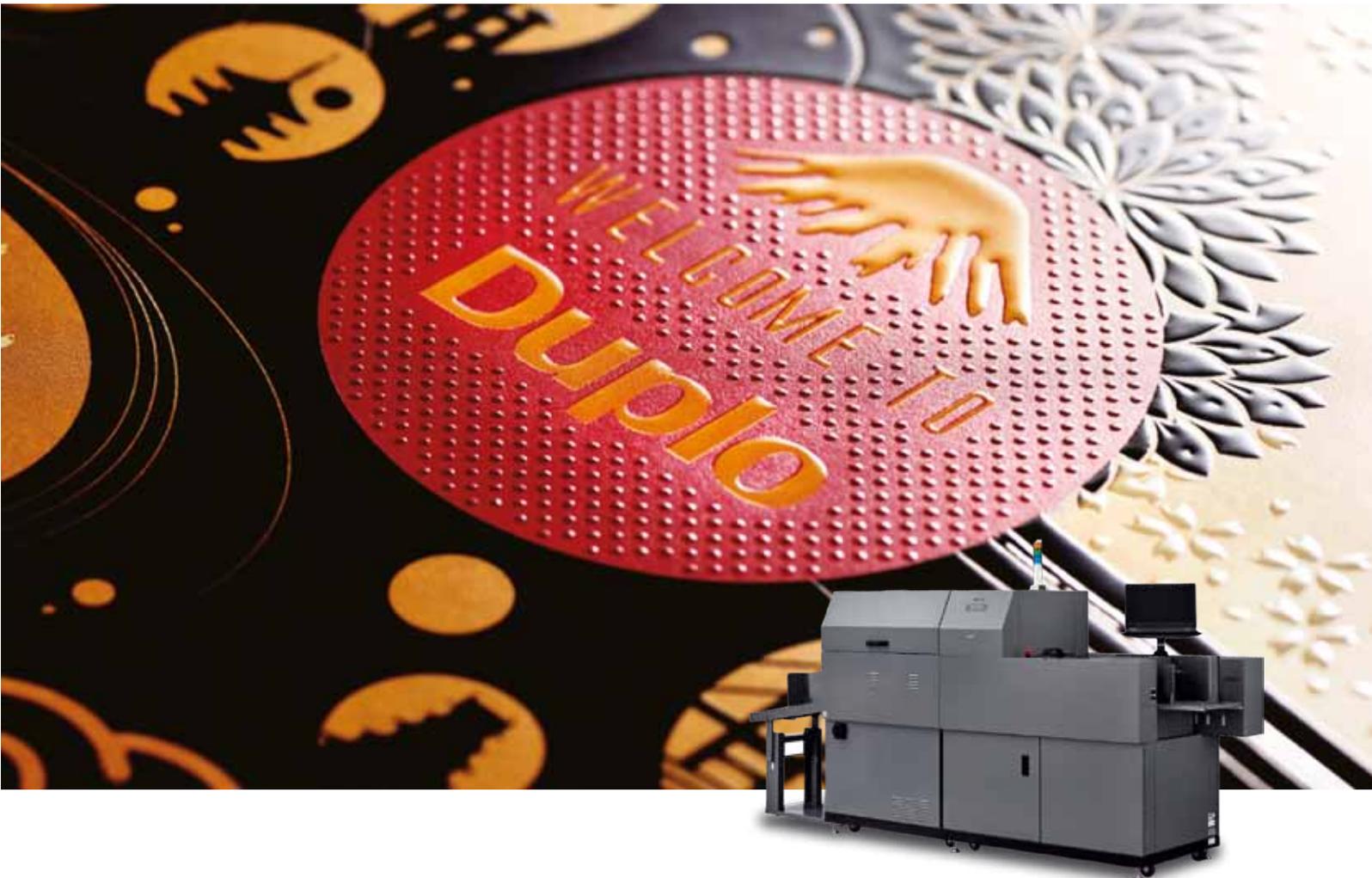
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